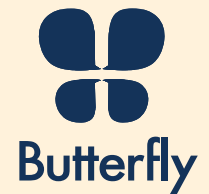


KINDLY DO, KINDLY DON'T:



Media

KINDLY DON'T	KINDLY DO
Present disordered eating or eating disorders as a lifestyle choice for entertainment, as it minimises the seriousness of eating disorders and discourages help-seeking.	Present eating disorders as a serious mental illness that require support from health professionals.
Include details of specific eating disorder behaviours or extreme methods used to lose weight as it can encourage harmful 'copycat' behaviour.	Write about eating disorders in general terms without reference to steps taken, frequency of behaviours or implements used. Focus on the steps taken to recovery, such as reaching out to friends, family, health professionals and organisations instead.
Include someone's weight, measurements or clothing size as it can promote harmful comparison and competition.	Write about how eating disorders are serious, psychological illnesses that can impact anyone, irrespective of their weight or body size.
Use stigmatising or judgmental language like 'anorexic', 'suffering', 'skinny' or 'obese'.	Use preferred language like 'lived experience of anorexia' or 'diagnosed with...' and avoid words that focus on appearance or stigmatise body size and shape.
Publish a story about eating disorders or body image concerns without signposting to support.	Always signpost to support, including Butterfly Helpline and other relevant contact details.

For support with eating disorders or body image concerns,

call Butterfly's National Helpline on 1800 ED HOPE (1800 33 4673),
chat online or email support@butterfly.org.au.

Free support is Available 7 days a week, 8am-midnight (AEST/AEDT).
More information is available at butterfly.org.au

KINDLY DO, KINDLY DON'T:



Imagery

KINDLY DON'T	KINDLY DO
<p>Include 'click bait' images or footage of people with extreme body weights or shapes as it can motivate someone to try and achieve unrealistic body shapes or size.</p>	<p>Include a diversity of imagery and footage, featuring people of different shapes and sizes.</p> <p>Avoid imagery of someone in food or exercise focused environments.</p>
<p>Include imagery where someone is weighing or measuring themselves or body checking, as it gives the message that appearance and weight is important.</p>	
<p>Use before and after images as this can promote harmful comparison.</p>	

[Read the Mindframe Guidelines for more information](#)